

Rep Order# 6856177 Ver# 3 Status Revised Traffic Order# 208536 Printed: 09/26/2012 10:08 AM 1 of 3
 EC'd Yes Last Received: 09/26/2012 9:13 AM
 Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () MICHELLE LUJAN-GRIS
 Product MJG
 Estimate# 1616
 Buyer Michele Certo
 Phone#
 Fax#

Agency () THE NEW MEDIA FIRM
 1322 G STREET SE
 WASHINGTON, DC 20003
 Agency C/P1/P2/E 347/365/1616
 Flight Dates 09/26/2012 - 10/02/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO SHOW MKGDS
ATTN ALL LINES
PLEASE CFN
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*15	-----	NEWS	-----	-----	-----	-----	-----	-----	-----	-----	-----
		Sales Remark: V3 CNX	09/26-09/26	0	\$0.00	:30	0	W	9P-930P	0	\$400.00
		V3 Comment Changed, Spots/week Changed									
*16		NEWS	09/27-09/27	0	\$0.00	:30	0	TH	9P-930P	0	\$400.00
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									
*17		NEWS	09/28-09/28	0	\$0.00	:30	0	F	9P-930P	0	\$400.00
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									
*20		NEWS	09/30-09/30	1	\$500.00	:30	1	SU	9P-930P	1	\$500.00
		Sales Remark: V3 PART OF MKGD									
		V3 Added									
*21		NEWS	09/30-09/30	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00
		Sales Remark: V3 PART OF MKGD									
		V3 Added									
*22		NM STYLE	09/27-09/28	1	\$50.00	:30	2	TH-F	8A-9A	2	\$25.00
		Sales Remark: V3 PART OF MKGD									
		V3 Added									

4
4
5

Station KASA-TV ALBUQUERQUE, NM.
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*23		J.MATHIS	09/27-09/28	1	\$100.00	:30	2	TH-F	1P-2P	2	\$50.00
		Sales Remark: V3 PART OF MKGD									
		V3 Added									
*24		PC	09/27-09/28	1	\$100.00	:30	2	TH-F	2P-3P	2	\$50.00
		Sales Remark: V3 PART OF MKGD									
		V3 Added									
*25		RICKI	09/27-09/28	1	\$100.00	:30	2	TH-F	3P-4P	2	\$50.00
		Sales Remark: V3 PART OF MKGD									
		V3 Added									

---REPORT TOTALS---

Report Totals: 10 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$1,595.00 Oct 12: 8 / \$1,130.00
 Sales Totals: 26 / \$2,725.00
 Station Totals: 26 / \$2,725.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$30,278	CABL 0%	KASA 9%	KASY 0%	KLUZ 0%	KOAT 35%
		KOB 30%	KRQE 26%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
 Demos RA35+

EC'd Yes

Last Received: 09/26/2012 9:13 AM
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Hiatus Weeks

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--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6856177
EC'd Yes

Ver# 2
Status Returned

Traffic Order# 208536
Printed: 09/25/2012 1:16 PM
Last Received: 09/25/2012 11:01 AM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
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--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
SEE LINES 1-5 PROGRAM TITLE CHANGE AND LINES 6-10
PROGRAM TIME PERIOD CHANGE. LINES15-17 NA DUE RATE.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1	-----	DOCTORS<	09/26-09/26	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
Buyline Comment: 4/25 Station Remark: V2 CHANGE PROGRAM TO WENDY WILLIAMS LINES 1 THROUGH 5.											
*6	-----	PEOPLE'S COURT<	09/26-09/26	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
Station Remark: V2 CHANGE TIME PERIOD TO 12P-1P FOR PEOPLES COURT LINES 6 THROUGH 9											
*15	-----	NEWS	09/26-09/26	1	\$400.00	:30	1	W	9P-930P	1	\$400.00
Station Remark: V2 NA AT THIS RATE.											
*16	-----	NEWS	09/27-09/27	1	\$400.00	:30	1	TH	9P-930P	1	\$400.00
Station Remark: V2 NA AT THIS RATE											
*17	-----	NEWS	09/28-09/28	1	\$400.00	:30	1	F	9P-930P	1	\$400.00
Station Remark: V2 NA AT THIS RATE											

---REPORT TOTALS---
Report Totals: 5 / \$1,265.00

---SALES MONTHLY TOTALS---

EC'd Yes
Last Received: 09/25/2012 11:01 AM
Showing Buylines: Last Sta Revised Lines

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Agency C/P1/P2/E 347/365/1616
Flight Dates 09/26/2012 - 10/02/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Sep 12: 11 / \$1,595.00 Oct 12: 8 / \$1,130.00

Sales Totals: 19 / \$2,725.00
Station Totals: 19 / \$2,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$30,278	CABL 0%	KASA 9%	KLUZ 0%	KOAT 35%
		KOB 30%	KRQE 26%	KASY 0%	KWBQ 0%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Station KASA-TV ALBUQUERQUE, NM.

Advertiser () MICHELLE LUJAN-GRIS

Product MJG

Estimate# 1616

Buyer Michele Certo

Phone#

Fax#

Agency () THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

Agency C/P1/P2/E 347/365/1616

Flight Dates 09/26/2012 - 10/02/2012

Hiatus Weeks

Rep Firm

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Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		DOCTORS<	09/26-09/26	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
Buyline Comment: 4/25 Wendy											
2		DOCTORS<	09/27-09/27	1	\$15.00	:30	1	TH	7A-8A	1	\$15.00
Buyline Comment: 4/25 Wendy											
3		DOCTORS<	09/28-09/28	1	\$15.00	:30	1	F	7A-8A	1	\$15.00
Buyline Comment: 4/25											
4		DOCTORS<	10/01-10/01	1	\$15.00	:30	1	M	7A-8A	1	\$15.00
Buyline Comment: 4/25											
5		DOCTORS<	10/02-10/02	1	\$15.00	:30	1	TU	7A-8A	1	\$15.00
Buyline Comment: 4/25											
6		PEOPLE'S COURT<	09/26-09/26	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
7		PEOPLE'S COURT<	09/27-09/27	1	\$50.00	:30	1	TH	1P-2P	1	\$50.00
8		PEOPLE'S COURT<	09/28-09/28	1	\$50.00	:30	1	F	1P-2P	1	\$50.00
9		PEOPLE'S COURT<	10/01-10/01	1	\$50.00	:30	1	M	1P-2P	1	\$50.00
10		PEOPLE'S COURT<	10/02-10/02	1	\$50.00	:30	1	TU	1P-2P	1	\$50.00
11		AMR FUN-VIDEOS<	09/27-09/27	1	\$100.00	:30	1	TH	4P-5P	1	\$100.00
12		AMR FUN-VIDEOS<	09/28-09/28	1	\$100.00	:30	1	F	4P-5P	1	\$100.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
13		AMR FUN-VIDEOS<	10/01-10/01	1	\$100.00	:30	1	M	4P-5P	1	\$100.00
14		AMR FUN-VIDEOS<	10/02-10/02	1	\$100.00	:30	1	TU	4P-5P	1	\$100.00
15		NEWS	09/26-09/26	1	\$400.00	:30	1	W	9P-930P	1	\$400.00
16		NEWS	09/27-09/27	1	\$400.00	:30	1	TH	9P-930P	1	\$400.00
17		NEWS	09/28-09/28	1	\$400.00	:30	1	F	9P-930P	1	\$400.00
18		NEWS	10/01-10/01	1	\$400.00	:30	1	M	9P-930P	1	\$400.00
19		NEWS	10/02-10/02	1	\$400.00	:30	1	TU	9P-930P	1	\$400.00

---REPORT TOTALS---

Report Totals: 19 / \$2,725.00

---SALES MONTHLY TOTALS---

Sep 12: 11 / \$1,595.00
 Sales Totals: 19 / \$2,725.00
 Station Totals: 19 / \$2,725.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$30,278
 CABL 0% KASA 9% KASY 0% KLUZ 0% KOAT 35%
 KOB 30% KRQE 26% KWBQ 0%

---COMPETITIVE COMMENTS---

EST SHARES

EC'd Yes
Last Received: 09/25/2012 10:47 AM
Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () MICHELLE LUJAN-GRIS
Product MJG
Estimate# 1616
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Phone#
Fax#
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE

Spot Manager: All, 09/26/12-10/21/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 1

Time Period: 7a-8a

208536 06856177 1616 09/26/12 :30 P5 7:46:09 AM MJG TV109X10812 \$15.00

\$15.00

\$15.00

Line: 2

Time Period: 7a-8a

208536 06856177 1616 09/27/12 :30 P5 7:36:33 AM MJG TV109X10812 \$15.00

\$15.00

\$15.00

Line: 3

Time Period: 7a-8a

208536 06856177 1616 09/28/12 :30 P5 7:50:07 AM MJG TV109X10812 \$15.00

\$15.00

\$15.00

Line: 4

Time Period: 7a-8a

208536 06856177 1616 10/01/12 :30 P5 7:27:07 AM MJG TV109X10812 \$15.00

\$15.00

\$15.00

Line: 5

Time Period: 7a-8a

208536 06856177 1616 10/02/12 :30 P5 7:56:15 AM MJG TV109X10812 \$15.00

\$15.00

\$15.00

Line: 6

Time Period: 12-1p

208536 06856177 1616 09/26/12 :30 P4 12:24:17 PM MJG TV109X10812 \$50.00

\$50.00

\$50.00

Line: 7

Time Period: 12-1p

208536 06856177 1616 09/27/12 :30 P4 12:26:18 PM MJG TV109X10812 \$50.00

\$50.00

\$50.00

Line: 8

Time Period: 12-1p

208536 06856177 1616 09/28/12 :30 P4 12:43:08 PM MJG TV109X10812 \$50.00

\$50.00

\$50.00

Line: 9

Time Period: 12p-1p

208536 06856177 1616 10/01/12 :30 P4 12:46:02 PM MJG TV109X10812 \$50.00

\$50.00

\$50.00

Line: 10

Time Period: 12-1p

208536 06856177 1616 10/02/12 :30 P4 12:45:11 PM MJG TV109X10812 \$50.00

\$50.00

\$50.00

Line: 11

Time Period: 4p-5p

208536 06856177 1616 09/27/12 :30 P3 4:22:47 PM MJG TV109X10812 \$100.00

\$100.00

[Sorted by: Line]

Spot Manager: All, 09/26/12-10/21/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA
Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress
Agency: New Media Firm

Line: 11

Line: 12

Time Period: 4p-5p

208536 06856177 1616 09/28/12 :30 P3 4:32:56 PM MJG TV109X10812 \$100.00

Line: 13

Time Period: 4p-5p

208536 06856177 1616 10/01/12 :30 P3 4:22:01 PM MJG TV109X10812 \$100.00

Line: 14

Time Period: 4p-5p

208536 06856177 1616 10/02/12 :30 P3 4:56:05 PM MJG TV109X10812 \$100.00

Line: 18

Time Period: 9p-930p

208536 06856177 1616 10/01/12 :30 P5 9:27:49 PM MJG TV109X10812 \$400.00

Line: 19

Time Period: 9p-930p

208536 06856177 1616 10/02/12 :30 P5 9:22:02 PM MJG TV109X10812 \$400.00

Line: 20

Time Period: 9p-930p

208536 06856177 1616 09/30/12 :30 P4 9:19:54 PM MJG TV109X10812 \$500.00

Line: 21

Time Period: 930p-10p

208536 06856177 1616 09/30/12 :30 P4 9:51:28 PM MJG TV109X10812 \$350.00

Line: 22

Time Period: 8a-9a

208536 06856177 1616 09/27/12 :30 P5 8:34:18 AM MJG TV109X10812 \$25.00

208536 06856177 1616 09/28/12 :30 P5 8:37:04 AM MJG TV109X10812 \$25.00

Line: 23

Time Period: 1p-2p

208536 06856177 1616 09/27/12 :30 P4 1:50:15 PM MJG TV109X10812 \$50.00

208536 06856177 1616 09/28/12 :30 P4 1:53:54 PM MJG TV109X10812 \$50.00

Line: 24

Time Period: 2p-3p

208536 06856177 1616 09/28/12 :30 P4 2:52:17 PM MJG TV109X10812 \$50.00

208536 06856177 1616 09/27/12 :30 P4 2:48:03 PM MJG TV109X10812 \$50.00

208536 06856177 1616 09/27/12 :30 P4 2:48:03 PM MJG TV109X10812 \$100.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, The New Media Firm,

being/on behalf of: Michelle Lujan-Grisham,

qualified candidate of the Democratic political

party for the office of: US Congress

in the General

election to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

Total Charges: See Schedule

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

US Congress, NM-01

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Michelle Lujan-Grisham

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bruce F. Malott, CPA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date
9/24/12

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title